



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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MINI-PREVIEWS: EUROPEAN FALL '74 RTW

The 3rd semi-annual EUROPEAN FASHION FAIR in New York, March 3-6, doubled its attendance over last year. Of 60-plus exhibitors from 10 countries, the FRENCH brought the largest contingent, got most of the activity in the booths, and no doubt most of the action, too. Some of their best: Clubman -- separates and trench coats ... Emesse, Georges Memmi, Francois Laurent -- knitwear ... Gudule/Onzeur Trent, Jean Dieudonne, Jean Leduc -- sportswear and separates.

OVERVIEW: Fall '74 still belongs to sportswear and separates -- circa 40's - 50's ... hemlines are definitely over-the knee, and anywhere else below. (Hosiery, lingerie and shoe people, please note.)

COATS: loose, and roomy in back -- tenty -- reefers -- trench. NON-SUITS: separates made for each other, narrow cardigan or Chanel jacket, shirt and skirt.

DRESSES: feminine, gentle -- shirtdresses, chemises and tents with self belt -- over-blouses -- some lowered waistlines.

(continued on page 2)

GLAZED CHINTZ CLIMBS FASHION LADDER

FI saw enough chintz in the Summer market (FI Feb. & March) to sense a trend. Until now, this lustrous cotton was used chiefly for draperies and slipcovers; more recently, also for junior tops and bottoms. Next Fall it will go into flounced housecoats (Margit Brandt for Formfit-Rogers). Used since the 12th Century, glazed chintz is, typically, printed with bright, gay flowers, usually on dark grounds. NOW it also comes in glossy solid shades: cream, rust, black, this Spring -- shiny white, this Summer (Bagatelle Int'l).

IT'S NEW FOR FALL: THE DRESSING GOWN

Dressing gown: "a loose robe worn while dressing or lounging; a wrapper; specif. a man's (sashed) garment" (Webster).

Top Intimate Apparel designers give it glamour, even fireworks, via fabric, fit and color. It is, primarily, an enveloping side wrap and tie, with plenty of overlap; it can also be a (closed) robe, a zip-front coat, even an open "dressing gown" of solid jet or gold paillettes over matching evening pajamas (Donald Brooks for Maidenform). But for the most part, the lush fabrics are not glittery: ivory mohair-soft shag (Emilio Pucci for Formfit Rogers) -- ivory velours (Brooks), red (Pucci), camel or paisley print (Brooks) -- ivory panne velvet with superbly draped cap sleeves (Brooks) -- ivory-flowered white baby blanket (Formfit Rogers for Juniors).

NEW SIGNATURE PRINTS, most of them on Antron III: rippling ribbons (Pucci), Edelweiss (Vera for Formfit Rogers) -- tiger, leopard and floral needlepoint prints, all in unbedroomy colors (Julian Tomchin for Brooks).

SPECTACULARS: tenty housecoat in large, free-hand geometrics of brown, beige and tan, lined with matching color needlepoint print, and "bed jacket" in similarly spectacular pattern of beige, Bristol blue and ivory marabou that's a dead ringer for fur, also comes long as hostess or evening coat (Brooks).

NEWEST NIGHTGOWNS tend to be fitted. Most of Brooks' are and have shoe-string straps or horseshoe halter necklines, some topped with soft, flat-lying "circular" ruffles. Alternates are sweetheart necklines filled in with a high halter yoke, and wrap-and-ties, those that are to the side preferable to those that wrap from the back to the front.

EUROPE MINI-PREVIEWS (continued from pg. 1)

TROUSERS: more important now for late-day -- pretty in crepe and crushed velvet -- the best: eyelet trim on outside pockets, to match eyelet trim on the shirt.

THE BIG 3: SWEATERS: newest looks include long, sometimes hooded, cardigans with welted turnback cuffs -- thick 'n thin yarns -- ottoman -- picot stitch ... decorated with overbraiding -- appliques -- trapunto ... on the wane: Lurex, jacquards, intarsias. SHIRTS: wider, softer -- sleeves full, 7/8 loose or straight uncuffed -- collars V-ruffled, kerchief-tied, pointed, notched -- newest details: tucking, embroidery and eyelet trim, ball button closings. SKIRTS: slim and buttoned up -- circle -- gored -- umbrella pleated.

UNUSUAL FABRICS: covert -- wool voile -- challis -- chenille velvet -- angora jersey -- rayon damask. COLORS: rich deep tones -- or misty ones. PRINTS: small florals and figuratives -- bits of chinoiserie -- touches of Art Deco -- neat geometrics.

15 SCANDINAVIAN FASHION DESIGNERS showed concurrently, marking the first time the Finns and Swedes have combined for a N.Y. presentation. They had some new angles on washability ... sheepskin in all colors of the rainbow ... solid colored wool challis, on the one hand -- and some wool blends at lower prices, on the other.

THE STANDOUTS: Annamodeller of Sweden -- Liberty prints on wool challis and on corduroy -- coordinates include 3 skirt lengths: below knee, mid-calf and ankle.

Friitala of Finland -- double-faced 2-tone sueded milk calf, a coat in brown, piped and faced with the beige side.

Jofama of Sweden -- smooth, soft glossy hair sheep leather in pantsuits, etc.

Katja of Sweden -- the gamut, from tweed to printed Qiana chiffon -- a hand-woven Irish tweed suit's sleeve tops are pleated to form shoulder puffs, a tweed coatdress has dropped shoulders -- a crochet-trimmed Chanel jacket tops a dirndl skirt -- a kimono coat wraps, and a great-coat with long pointed collar, patch pockets and self-belt is a stunner.

Rudholm of Sweden -- cotton jersey in spectacular prints of vivid color plus black -- even a short-sleeved, long 2-piece in a dramatic print is machine washable!

Tonnie Design of Sweden -- Margaret Westberg's credo is comfort, coordination, function and lots of pockets -- flared, gored and hip-stitched pleated skirts or wide-leg trousers are topped by fairly full, very feminine, shirts in printed or plain wool challis. A group in 70 percent wool, 30 polyester, is completely washable.

Vuokko of Finland excels in traffic-stopping geometrics and the variety of natural-fiber fabrics -- plain and printed fine wool challis -- 100 percent cotton or silk tricot! -- jute is newest -- zip-front, quilted striped cottons shed rain -- a Dolman jacket and gathered tie-front skirt are in giant windowpane plaid burlap ... some shirtdresses and bias tents are only knee length. The Fall '74 versions of the famous Vuokko outsize geometrics are long black floats with either 3 figure-length circles outlined in gold braid, or just 2 -- in white.

JOHN ASHPOOL ENTERS MENSWEAR FIELD

John Ashpool of Knitting, Inc. in Berwick-Upon-Tweed, Northumberland, U.K., is generally acclaimed today's most gifted and original knitter in the women's field. For Fall, his unusual intarsia patterns, and striking color combinations, will be seen in men's 100 percent lambswool sweaters (to be produced in Hong Kong). The 2 best groups:

4-COLOR SOLID GEOMETRIC TRIANGLES come in black/cafe-au-lait/camel/cream -- forest green/camel/Gauloise blue/rose red -- black/forest green/white/tobacco ... in V-neck sleeveless pullover and long 4-button cardigan, and pointed collar long sleeve pullover.

TRI-TONE HEATHERED SAWTOOTH patterns in black/2 grays/camel -- orange/black/tan -- camel/white/forest green ... and square is the keynote styling: square shoulder 5-button cardigan, squared sleeve cardigan with patch pockets, square neck vest. Retail \$35-\$50.

GUCCI LAUNCHES ZANY ZOO PRINTS

"Born Free" animals try to upstage the classic Gucci patterns this Spring. Engaging pairs of "oscillating" ostriches in black on ecru ground come off best, most others blur into a plaid look. Velours-suede is washable ... shoulder bags continue strong, a vertical pouch the most interesting ... for Summer, open toe, slingback shoes.

UP-DATED LIST: SOME OF LONDON'S TREND-SETTING BOUTIQUES

OXFORD STREET

Selfridges dominates the area
(Miss Selfridges at #75 Brompton Road)
Beige, #353 - apparel and accessories
Wallis, #409 and #272 - junior fashions
Peter Robinson, Oxford Circus - don't miss the Top Shop

BOND STREET

Fenwicks, #63 - children's and young clothes; lingerie; accessories
Herbert Johnson, #38 - accessories; hats
Zig Zag, #100 - designer fashions
Ronnie Stirling, #94 - casual fashions
Elle, #92 - classic apparel; accessories
Samm, #75 - boots and shoes (also at #205 Kensington High)
Crocodile, #98 - Ulla Heathcoat's knits, accessories (Branches at 60 Fulham Rd., 50 Beauchamp, 176 Kensington High)
Cordoba, #134 - leather and suede
Jean Renet, #1 - costume jewelry

SOUTH MOLTON

Browns, #27 - designer imports, knits; men's fashions #25
Zero, #53 - children's fashions
Mary Farrin Ltd., #67 - her own knits
Electrum Gallery, #21 - modern jewelry
Henry Lehr, #13 - Miura leathers, suedes, knits, apparel, accessories
Andre Bogaert, #5 - modern jewelry

KENSINGTON

Biba, #103 - a mixture of everything
Die Guevara, #33 - leading designers, apparel, knitwear, accessories
Feathers, #43 - designer fashions
Bus Stop, #3 - Lee Bender's designs, jewelry, accessories, young apparel

KNIGHTSBRIDGE

Dominated by Harrods - "Way-In" Shop for young fashion merchandise
Harvey Nichols, corner Sloane & Knightsbridge - "21" Shop downstairs for the young; "31" Shop upstairs for others
Lucienne Phillips, #69 - couture designs
Match Club, #61 - imports - expensive

SLOANE STREET

Laura Ashley, #40 - fabrics in bolts; dresses, coats, smocks
Kurt Geiger, #6 - shoes and accessories
Choses, #6C - designer fashions, expensive
Sheila Worth, #207A - accessories, fashions
General Trading Company, #144 - china, furnishings, accessories

BROMPTON ROAD

Wallis & Co. Ltd., #9 - Paris at a price - made in their own workrooms
Plaza 9, #33 - young clothes
St. Laurent Rive Gauche, #35 - women's fashions; men's across the street, #84
Russell & Bromley, #45 - shoes (English and Italian)
Charles Jourdan, #47 - shoes and accessories (also at 10 Old Bond Street)
Marissa Martin Designs, #146 - ready-to-wear, designed by Marissa; accessories
Fior, #27 - handbags, luggage, jewelry; excellent selection of Celine
Susan Small - luggage, jewelry, shoes, shirts
Ryne - shoes and handbags

BEAUCHAMP PLACE

Cordoba - leather and suede
Annabel Jones & Associates, #52 - handmade novelty jewelry
John Varlas - new - designer jewelry
Lothar #62 - English, French and Italian knitwear
Monsoon, #52 - Indian clothes, pillows, jewelry, bags, belts
Emeline, #45 - ceramics, bracelets, pendants, charms
Deliss - handbags - shoes
Deborah & Clare, #29 - fine shirts and blouses for men and women
Janet Wilson, #11 - designer ready-to-wear and accessories

DRAYCOTT AVENUE

The Chelsea Cobbler, #165 - made-to-order and RTW; handbags by Clive Shelton (also, 33 Sackville Street)

FULHAM ROAD - a bit disappointing lately

Hedgehog, #135 - RTW and accessories
Boston 151, #151 - Chloe, Jean Muir, knits, and Gudrun Boston's designs
Laura Ashley, #137 - the original shop
The Universal Witness, #167 - select RTW and accessories
Condotti, #50 - baskets, table mats, etc.
Pzaz, #54 - designs by Jenny Sharp
Argenta, #84 - good jewelry

SLOANE SQUARE

Peter Jones - RTW, lingerie, furnishings

KINGS ROAD

Just Looking, #88 - young fashions
Mr. Freedom, #65 - fashions, amusing RTW
Stop the Shop, #126 - revolving floor

ZURICH UP-DATED: AND INTERESTING NEW FINDS

FI went to press early, to accomodate many subscribers who will include Zurich on their European schedule and requested additional information. Here, then, are more interesting shops, and one that has opened since our last report (FI Nov. 73)

BOUTIQUE AU GRENIER, Beatengasse 4, Tel: 01-23-10 (branches: Palace Hotel, St. Moritz; Barbara's Bazaar, Klosters). Caters to the young contemporary with plenty of money. Everything is imported, and the selection superb, whether watches from Obrey or St. Laurent, or designer clothes from such as Jean Muir, Miura and Coval Leathers, Bill Gibb, Zandra Rhodes, Christian Joss, Loris Azzaro, Dorothee Bis, Albini and Louis Ferraud. Also accessories, furs - old new, real or manmade - plus a great assortment of jacquard sweaters. Sizes 8 to 12. Prices expensive.

DEBORAH, Muehlebachstrasse 2, Tel: 47-38-77. This newest addition to the Alt Stadt (Old City) opened in late November by Kurt Mandelz and Associates. A remarkable complex, it boasts two cinemas, one for nostalgia (revivals have included Marilyn Monroe and Eric von Stroheim) ... the only standup bar in Zurich ... a restaurant where food is excellent and inexpensive ... an art gallery ... in addition to its small but snappy boutique stocked with merchandise by Nik Nik, Jeff Banks, John Ashpool, Miura Leathers, Ossie Clark, Made in Heaven, Lou's Blues, special pieces designed by Mr. Mandelz and some very interesting Maltese hand-knit sweaters from Levison Originals of London whose designer was formerly with Crochetta. "Debbie," as the complex is fondly called here, was originally intended to cater to the very young, but this concept has since been discarded and Zurichers of all ages crowd the various facilities.

FLAIR 2000, Bahnhofstrasse 72, tel: 23-55-17, is for the young, and those still young at heart with a figure to match. Apparel from England and the Continent accessories and shoes (for men, too). Flair is something of a fashion seesaw (sometimes good, sometimes bad), but one can always find some excellent T-shirts and sweaters. Prices moderate.

JELMOLI, S.A. GRAND MAGASINS, also on the Bahnhofstrasse, is, as its subtitle indicates, everything under one roof ... from a food hall to yard goods and home furnishings ... from a hair salon to a rather good restaurant ... plus excellent RTW and lingerie departments. Special monthly promotions are noteworthy, for example, rugs and wall hangings from Rumania, complete with a Rumanian demonstrating how they are made.

MODISSA, Limmatquai 68 (Alt Stadt), also at Bahnhofstrasse 78, Tel: 34-90-34. Caters to juniors and young matrons, with consistently good sportswear, swimwear, knits and lingerie. Also coats and suits, but dress department is weak. Prices moderate to expensive.

SCHWEIZER HEIMATWERK, the larger store at the Rudolf Brun Brueke (Bridge), Tel: 23-47-80, a smaller one at Bahnhofstrasse 12, tel: 25-19-37. Swiss Native Crafts displayed in order to interest the public, both locals and tourists, in the traditional as well as the modern creativity of Swiss rural artisans.

Among the mostly handcrafted merchandise ... furniture, ceramics and wood carvings .. linens, handkerchiefs, scarves and gloves ... jewelry, minerals, music boxes, toys and dolls ... fabrics and yarns ... woven and knit apparel for adults and children. FI found everything to be tasteful, of the highest quality, and well worth the price.

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